

Abstract

A novel Internet advertising and information delivery system is disclosed comprising a novel cursor, wherein the cursor comprises two components: the traditional pointer component, and a small window component adjacent to the pointer component of the cursor. Advertising and/or other information is displayed in the window component. The user's attention is constantly directed to this displayed advertisement and/or other information since it is part of the cursor. Another form of the novel Internet advertising and information delivery and information delivery system takes advantage of the fact that most users access the Internet by telephone, using a local dial-up access number. Through the use of Caller ID, lease line codes or other fixed circuit identification, the ISP may identify the likely physical location of the user. Localized advertising and/or other information can then be closely targeted to the user. This targeted localized advertising and/or other information can be delivered to the user through conventional banner advertising or, more preferably, through the novel cursor described above. Yet another

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form of the novel Internet advertising and delivery system provides more personalized advertising by using additional identifying information, such as user name and ID. This additional information allows the system to retrieve the user's profile and provide customized advertising based upon this profile. For example, after keying in a password, the system not only recognizes the location of the user in the Boston area, but it also recognizes that the user is a female, in the 20 to 30 year old group, and has an interest in flower arranging. As such, information provided by the user during registration such as sex, age, and interests, may later be used to target advertising.

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